

INVOICE

Page 1 of 3



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Greer Margolis Mitchell Burns
Attention: Accounts Payable
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Invoice #	Invoice Date	Invoice Month	Invoice Period
937594-1	08/19/12	August 2012	07/30/12 - 08/13/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 60'S	1519

Flight Dates	Order #	Alt Order #
08/07/12 - 08/13/12	937594	07893564

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/07/12	08/10/12	7a-9a Today Show	7a-9a	-TWTF--	1:00	1	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 1 \$2,400.00									
<u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WXII Tu 08/07/12 8:29 AM 7a-9a Today Show 7a-9a 1:00 OFA12G077H \$2,400.00 NM									
2	08/13/12	08/13/12	NBC Today Show	7-9am	M-----	1:00	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$1,600.00									
<u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WXII M 08/13/12 8:36 AM NBC Today Show 7-9am 1:00 OFA12G077H \$1,600.00 NM									
3	08/07/12	08/10/12	M-F WXII News @ 430a	430a-5a	-TWTF--	1:00	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 1 \$100.00									
<u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WXII Tu 08/07/12 4:41 AM M-F WXII News @ 430a 430a-5a 1:00 OFA12G077H \$100.00 NM									
4	08/11/12	08/11/12	WXII 12 Sa/Su News at 6-8am		-----S-	1:00	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----S- 1 \$600.00									
<u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 1 WXII Sa 08/11/12 6:30 AM WXII 12 Sa/Su News at 6am 6-8am 1:00 OFA12G077H \$600.00 NM									
5	08/07/12	08/10/12	Live with Regis & Kelly	9-10AM	-TWTF--	1:00	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 2 \$500.00									
<u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u> 2 WXII Tu 08/07/12 9:27 AM Live with Regis & Kelly 9-10AM 1:00 OFA12G077H \$500.00 NM 1 WXII F 08/10/12 9:39 AM Live with Regis & Kelly 9-10AM 1:00 OFA12G077H \$500.00 NM									
6	08/13/12	08/13/12	Live with Regis & Kelly	9-10AM	M-----	1:00	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$500.00									
<u>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</u>									

INVOICE



Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice # 937594-1	Invoice Date 08/19/12	Invoice Month August 2012	Invoice Period 07/30/12 - 08/13/12
Advertiser Obama/D/President	Product SKED A 60'S	Estimate Number 1519	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/13/12	08/13/12	Live with Regis & Kelly	9-10AM	M-----	1:00	1	\$500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/13/12 9:55 AM Live with Regis & Kelly 9-10AM 1:00 OFA12G077H \$500.00 NM									
7	08/07/12	08/10/12	Olympic Daytime M-F	Olympic Daytime M	-TWTF--	1:00	2	\$700.00	NM
Weeks: Start Date 08/06/12 End Date 08/12/12 MTWTFSS -TWTF-- Spots/Week 2 Rate \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Th 08/09/12 11:56 AM Olympic Daytime M-F Olympic Daytime M 1:00 OFA12G077H \$700.00 NM 2 WXII F 08/10/12 2:49 PM Olympic Daytime M-F Olympic Daytime M 1:00 OFA12G077H \$700.00 NM									
8	08/07/12	08/10/12	M-F WXII 12 News @ 5 p 5-6pm		-TWTF--	1:00	2	\$1,200.00	NM
Weeks: Start Date 08/06/12 End Date 08/12/12 MTWTFSS -TWTF-- Spots/Week 2 Rate \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII W 08/08/12 5:45 PM M-F WXII 12 News @ 5 pm 5-6pm 1:00 OFA12G077H \$1,200.00 NM 2 WXII F 08/10/12 5:39 PM M-F WXII 12 News @ 5 pm 5-6pm 1:00 OFA12G077H \$1,200.00 NM									
9	08/07/12	08/10/12	M-F WXII 12 News @ 6 p 6-630pm		-TWTF--	1:00	1	\$1,600.00	NM
Weeks: Start Date 08/06/12 End Date 08/12/12 MTWTFSS -TWTF-- Spots/Week 1 Rate \$1,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Th 08/09/12 6:20 PM M-F WXII 12 News @ 6 pm 6-630pm 1:00 OFA12G077H \$1,600.00 NM									
10	08/13/12	08/13/12	M-F WXII 12 News @ 6 p 6-630pm		M-----	1:00	1	\$1,600.00	NM
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS M----- Spots/Week 1 Rate \$1,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/13/12 6:27 PM M-F WXII 12 News @ 6 pm 6-630pm 1:00 OFA12G077H \$1,600.00 NM									
11	08/11/12	08/11/12	Sa WXII 12 News @ 6 pm 6-630pm;		-----S-	1:00	1	\$800.00	NM
Weeks: Start Date 08/06/12 End Date 08/12/12 MTWTFSS -----S- Spots/Week 1 Rate \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 08/11/12 6:27 PM Sa WXII 12 News @ 6 pm 6-630pm; 1:00 OFA12G077H \$800.00 NM									
12	08/12/12	08/12/12	Su WXII 12 News @ 6 pm 6-630pm		-----S	1:00	1	\$1,000.00	NM
Weeks: Start Date 08/06/12 End Date 08/12/12 MTWTFSS -----S Spots/Week 1 Rate \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 08/12/12 6:28 PM Su WXII 12 News @ 6 pm 6-630pm 1:00 OFA12G077H \$1,000.00 NM									
13	08/13/12	08/13/12	M-F WXII 12 News @ No 12-1pm		M-----	1:00	1	\$500.00	NM
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS M----- Spots/Week 1 Rate \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/13/12 12:24 PM M-F WXII 12 News @ Noon 12-1pm 1:00 OFA12G077H \$500.00 NM									
14	08/13/12	08/13/12	M-Su WXII 12 News @ 11-1135pm		M-----	1:00	1	\$1,600.00	NM
Weeks: Start Date 08/13/12 End Date 08/19/12 MTWTFSS M----- Spots/Week 1 Rate \$1,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser

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Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
937594-1	08/19/12	August 2012	07/30/12 - 08/13/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 60'S	1519	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																						
14	08/13/12	08/13/12	M-Su WXII 12 News @ 11-1135pm		M-----	1:00	1	\$1,600.00	NM																						
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WXII</td><td>M</td><td>08/13/12</td><td>11:12 PM</td><td>M-Su WXII 12 News @ 11 pm</td><td>11-1135pm</td><td>1:00</td><td>OFA12G077H</td><td>\$1,600.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	M	08/13/12	11:12 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	1:00	OFA12G077H	\$1,600.00	NM
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																					
1	WXII	M	08/13/12	11:12 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	1:00	OFA12G077H	\$1,600.00	NM																					
15	08/13/12	08/13/12	Entertainment Tonight	730-8pm	M-----	1:00	1	\$1,200.00	NM																						
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>08/13/12</td><td>08/19/12</td><td>M-----</td><td>1</td><td>\$1,200.00</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/13/12	08/19/12	M-----	1	\$1,200.00										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																										
	08/13/12	08/19/12	M-----	1	\$1,200.00																										
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WXII</td><td>M</td><td>08/13/12</td><td>7:46 PM</td><td>Entertainment Tonight</td><td>730-8pm</td><td>1:00</td><td>OFA12G077H</td><td>\$1,200.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WXII	M	08/13/12	7:46 PM	Entertainment Tonight	730-8pm	1:00	OFA12G077H	\$1,200.00	NM
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																					
1	WXII	M	08/13/12	7:46 PM	Entertainment Tonight	730-8pm	1:00	OFA12G077H	\$1,200.00	NM																					
Total Spots							18																								

Payment Terms 30 Days

<u>Gross Total</u>	\$18,300.00
<u>Agency Commission</u>	\$2,745.00
<u>Net Amount Due</u>	\$15,555.00